

# 1998 Promotion Work Plan

Rev.	2/17/98	4	4	5	4	4	5	4	4	5	4	4	5
		<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>
Promotion #		800008		800115		800266							
SKU		5,850		5,850		5,850							
National Pack		WINSTON 70c/2Pk		WINSTON B2G1F		WINSTON 70c/2Pk		WINSTON 70c/2Pk	WINSTON 70c/2Pk		WINSTON 70c/2Pk		
Ship to Retail		Jan 5		Mar 17		May 4							
Promotion #			800022		800335	800101			5,225				
SKU		5,520	4,602	5,225	5,400	5,375							
National Pack		SALEM Slide Box B1G1F	CAMEL B2G1F	SALEM Slide Box B1G1F	CAMEL B2G1 10c	CAMEL T-Shirt		CAMEL B2G1F	SALEM Slide Box B1G1F		CAMEL B2G1F	CAMEL Premium	
Ship to Retail		Jan 12	Feb 2	Mar 9	Apr 6	May 18			?				
Promotion #						800429							
SKU						32							
National Pack		KAMEL O-Zone Calendar	KAMEL O-Zone T-Shirt			KAMEL O-Zone Sign		CAMEL O-Zone Premium			KAMEL O-Zone TBD		
Ship to Retail													
Promotion #		800004	800018		800219								
SKU		2,610	2,610		2,610								
National Pack		DORAL \$1/2 Pks	DORAL B1G1F		DORAL B1G1F		DORAL \$1/2 Pks		DORAL B1G1F	DORAL \$1/2 Pks	DORAL B1G1F		
Ship to Retail		Jan 19	Feb 16		Apr 20		Jun 1						
Promotion #		800005	800019	800026		800332							
SKU		90	150	120		162							
National CTS		DORAL \$1/2 Pks	DORAL B2G1F	CAMEL B4G1F		CAMEL B4G1F	DORAL B4G1F		CAMEL B4G1F		DORAL B4G1F	CAMEL B4G1F	
Pack													
Ship to Retail		Jan 19	Feb 16			May 18	Jun 1						
DPC (2 Ctn.)													
		CAMEL 600	SALEM 6,000	CAMEL 2,700	SALEM 3,800	WINSTON 3,800							

51851 4562

# 1998 Workplan - Base Plan

Type of Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Package Promotion	W Special Price Promo D \$1.00 Off/2 Pk	D B2G1F/ B1G1F C B2G1F	W/C Price Event	D \$1.00 Off/2 Pk C B2G1F	W Special Price Promo CP	W/C Price Event D \$1.00 Off/2 Pk	W Special Price Promo C B2G1F	W Special Price Promo D B2G1F/ B1G1F	W/C Price Event D \$1.00 Off/2 Pk	D B2G1F/ B1G1F C B2G1F	W Special Price Promo CP	W/C Price Event
CAMEL Menthol - B2G1F						CAMEL Menthol - B2G1F						

## Package Promotion



### WINSTON

- Five special 70¢ off/2 pk price promotions
- Timing: Jan/May/July/August/November
- Tentative March 2 pk/WINSTON NASCAR Driver Poster



### DORAL

- Seven promotions (4 - \$1.00 off/2 pk, 3 - B2G1F/B1G1F)
- Timing:
  - January - \$1.00 off 2 pk
  - February - B2G1F/B1G1F
  - April - \$1.00 off/2 pk
  - June - \$1.00 off/2 pk
  - August - B2G1F/B1G1F
  - September - \$1.00 off/2 pk
  - October - B2G1F/B1G1F



### CAMEL

- Six promotions (4 B2G1F/2 premium promotions)
- Timing:
  - February - B2G1F
  - April - B2G1F
  - May - B2GP
  - July - B2G1F
  - October - B2G1F
  - November - B2GP

NOTE: Workplan POS changeover CAMEL/WINSTON - February

15851 4563

## RETAIL PARTNER RESOURCE EXECUTION PLAN

		THIRD QUARTER													FOURTH QUARTER												
FULL PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	JULY (7/6-7/31)				AUGUST (8/3-8/28)				SEPTEMBER (8/31-10/2)					OCTOBER (10/5-10/30)				NOVEMBER (11/2-11/27)				DECEMBER (11/30-1/1/99)				
		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH	8 WEEKS																										
DISCOUNT MATCH	8 / 1 / 1R																										
VALUE MATCH	8 / 1 / VALUE																										
PRESENCE BONUS	10 WEEKS																										
5 WEEKS (.50%) ADVANTAGE																											
DORAL 13 WEEKS (MINIMUM \$2.00) CEILING STRATEGY																											
PAYMENT TIMINGS																											

FULL PARTNERSHIP LEVEL --- STATE FULL PRICE DISCOUNT VALUES --- ( NY \$3.00 ) --- ( NJ, CT \$2.50 )

		THIRD QUARTER													FOURTH QUARTER												
BASE PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	JULY (7/6-7/31)				AUGUST (8/3-8/28)				SEPTEMBER (8/31-10/2)					OCTOBER (10/5-10/30)				NOVEMBER (11/2-11/27)				DECEMBER (11/30-1/1/99)				
		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH / RA / MERCH. NEUTRAL	5 WEEKS		2					3	4	5																	
DISCOUNT MATCH	5 / 1 / 1R		2					3	4	5	6	1R															
VALUE MATCH	5 / 1 / VALUE		2					3	4	5	6																
DORAL 7 WEEKS (MINIMUM \$2.00) CEILING STRATEGY		1	2								3	4	5	6	7												
PAYMENT TIMINGS																											

BASE PARTNERSHIP LEVEL --- FULL PRICE DISCOUNTING \$2.00 (ALL ACCOUNTS AT THIS LEVEL AT \$2.00 RATE REGARDLESS OF STATE VALUES)

51851 4564

THIS REPRESENTS THE 1 WEEK RETAILER MATCH. WHILE THE TIMING IS INDICATED ON THIS CALENDAR YOU SHOULD:

WORK THE RETAILER ADDED MATCH FUNDS BASED ON COMPETITIVE ACTIVITY AT EITHER THE START OF OR END OF THE ABOVE NOTED TIMELINES.

**IF MATCH ACCOUNTS**--- IN THESE ACCOUNTS WHERE THE RETAILER DOES NOT PROVIDE DISCOUNT DOLLARS WE WILL REQUIRE THE SAME ALTERNATIVE VALUES FROM THESE ACCOUNTS AS WE HAVE ON PREVIOUS PROGRAMS : ALL ACCOUNTS MUST AGREE TO COMPLETE OUR BUYDOWN TRACKING FORM PER OUR GUIDELINES. NO ADD VALUE AS AGREED TO BY RJR. EXAMPLES BELOW

PLACE REQUESTED TEMPORARY DISPLAY(S) IN A MUTUALLY AGREEABLE LOCATION.

4 PLACE WINDOW PASTER / POS

6 PLACE BANNER

RETAILER PROVIDES ADVERTISING FOR PROMOTION

5 RETAILER FLYER / ADVERTISING

7 RETAILER GIVEAWAYS

RETAILER INFORMS / PRESENTS PROMOTION TO COMPETITIVE SMOKERS

THIS IS STILL TO BE DISCOUNTED ACCORDING TO REGION GRIDS

CONTINUE OUR CURRENT STRATEGY ON SALEM. WINSTON-SALEM WILL BE ADVISING US OF REVISED STRATEGIES PRIOR TO JULY 1, 1998

**VOLUME (0-75) WITH NO CONTRACT / MPO CONTRACT**--- FP DISCOUNT AT \$2.00 AND DORAL AT CEILING STRATEGY RATES. LIMIT DISCOUNTING TO 5 WEEKS PER QUARTER. PERMANENT OR TEMP DISPLAYS REQUIRED FOR EACH BRAND DISCOUNTED